

## FY PRICE

**Nielsen Expanded Pricing**

|                 | C-STORE AVG. PACK PRICE |                           |        |       | SPMK AVG. CARTON PRICE |                           |        |       |
|-----------------|-------------------------|---------------------------|--------|-------|------------------------|---------------------------|--------|-------|
|                 | Tot<br><u>Marlboro</u>  | Lowest<br><u>Discount</u> | \$ Gap | % Gap | Tot<br><u>Marlboro</u> | Lowest<br><u>Discount</u> | \$ Gap | % Gap |
| FY 1993         | \$2.02                  | \$1.25                    | \$0.77 | 62.1% | \$17.28                | \$11.43                   | \$5.85 | 51.2% |
| FY 1994         | \$1.92                  | \$1.33                    | \$0.59 | 44.0% | \$16.38                | \$11.62                   | \$4.77 | 41.0% |
| YTD AUG 26 1995 | \$1.92                  | \$1.32                    | \$0.60 | 45.4% | \$16.71                | \$12.32                   | \$4.38 | 35.6% |

Current ending dates are: 8/26/95 for C-Stores and 8/19/95 for Scanning Outlets (Supr, Drug, Mass) and All Outlets Combined.

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